GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2646
ANSWERED ON:04.12.2007
EXPORT OF COFFEE
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has made any study to assess the consumption of domestic coffee in the country;

(b) if so, the per capita consumption of coffee in India as compared to developed countries during 2007 in comparison to 2006;

(c) whether coffee consumption has been increasing in the country during the previous years;

(d) if so, whether export of coffee from India has increased during 2006-07 in comparison to the corresponding period of previous year and 2007-08 till date;

(e) if so, the details thereof; and

(f) the steps taken by the Government for the promotion of Indian Coffee in the International market?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a) Yes, Sir.

(b) The average annual per capita consumption of coffee in India was 80 gms. as compared to that in the developed countries of around 4.5Kg. during 2006. The figures of consumption of coffee for the year 2007 are not available.

(c) Yes, Sir.

(d) & (e)The export of coffee from India has increased during 2006-07 in comparison to the year 2005-06. However, the same has shown some decline during the year 2007-08 so far, in comparison to the corresponding period of 2006-07. Export performance of coffee for the current year and the last two years is as follows:-

Year	Quantity (in metric tons)	Value Rs. (in crore)	US $(in million)
2005-06	2,01,555	1,510.38	352.93
2006-07	2,49,029	2,007.90	453.93
2007-08#	1,37,470	1,223.73	278.74

Based on export permits issued and as on 26.11.2007.

(f) To boost the export of coffee, the Govt. of India through Coffee Board is taking various steps which include carrying major communication initiatives in key overseas markets to enhance the image of Indian coffee as well as to improve market share; participation in important overseas trade fairs involving exporters and grower exporters; and organizing Buyer-Seller Meets and cupping sessions involving Indian exporters and overseas buyers in key markets.